WAMH Records Correspondence with other radio Stations 1958-1972 Box: 1 Folder: 3

WDCR At Dartmouth College
HANOVER, NEW HAMPSHIRE

August 11, 1958

Mr. James D. Wallace
Station Manager
Radio Station WAMF
Amherst College
Amherst, Massachusetts

Dear Mr. Wallace:

At last I find time to update my lagging correspondence. I hope you will pardon the long delay since your letter, but since June I have been working long hours at NBC Radio in New York. The following is intended as a summary of our experiences in establishing America's first and only commercial AM station to be managed and operated exclusively by college undergraduates.

Dqrtmouth College Radio, formerly WDBS, was closed-circuit from 1941 to March 1958. After years of study and discussion, the Trustees of Dartmouth College decided in 1956 to underwrite the construction of 250 watt facilities on a commercial AM basis. The decision was precipitated because of radiation in excess of the legal limit on a closed-circuit system.

The FCC granted our construction permit in June, 1957. Prior to this authorization, we had become involved in complex difficulties by the formal protest of the Granite State Network, which operates the only other commercial station in the area. Filed on grounds of unfair competition, this protest failed since the FCC has disregarded competitive financial factors in granting new stations. All FCC negotiations were handled through the firm of Kirkland, Fleming, Green, Martin and Ellis, our Washington attorneys.

We engaged the firm of Kear and Kennedy of Washington as consultants in compiling a pre-construction engineering report. Presently, a member of the Thayer Engineering School faculty is registered with the FCC as our full-time first-class engineer, although we have three qualified staff men as well. This professor receives $1000.00 annual compensation for his services to WDCR.

A construction permit requires that work commence within sixty days and be completed within eight months, unless extension is granted for good reason. During the fall of 1957, Dartmouth College construction crews built a transmitter shack on College property 3/4 of a mile from Hanover.

In January the antenna tower, manufactured by the Stainless

Company Inc. of North Wales, Pennsylvania, was installed at the transmitter site. This was followed by delivery and wiring of our RCA transmitter, purchased through Mr. A.S. Timms of RCA-Boston.

During the interim, College workmen remodeled our control and sound studios. As a final step we installed a new Gatesway console and three new Gates turntables. This work, as well as the installation of remote transmitter controls, was carried out by staff engineers.

On March fourth, the day we took to the air, expansion costs totalled $30,000. Most of this was financed by the College Trustees on a long-term loan basis, which is being amortized over ten years. Legally we are interstate commerce, and it was necessary to obtain a Labor Department dispensation from the federal Minimum Wage and Hour Law. This was granted with the provision that no one receive a profit from the operation of WDCR. Thus, we hold revenues to the level of operating costs.

Approximately fifty percent of our annual income is derived from national advertising solicited by our national-regional representatives, Foster and Creed Inc. of Boston and New York. Our rates are comparable to other commercial AM stations; for example, our rate card quotes $3.00 for a single one-minute spot.

Our listening audience numbers approximately 50,000 within range of our primary signal. The community has been overwhelmingly receptive to us and to our programming, and they appreciate the opportunity to listen in on what the College is hearing. Only some downtown merchants, who resent the size and influence of the College anyway have been at all critical.

We pay no direct taxes. Of course certain services and purchases are federally taxable, regardless of transmission system. Real estate and property assessments are absorbed by Dartmouth College.

I trust this outline has been of service and help to you in laying your expansion plans. We wish you every good fortune, and sincerely hope that you too will soon enjoy the satisfaction of the "real thing." Please keep me posted on your progress, and let me know whenever we can be of assistance. Be sure to visit us when you are in Hanover.

Sincerely,

Ronald F. Kehoe

Ronald F. Kehoe
General Manager

WDCR At Dartmouth College
HANOVER, NEW HAMPSHIRE

April 12, 1958

Mr. James D. Wallace
Station Manager
WAMF
Amherst College
Amherst, Massachusetts

Dear Mr. Wallace:

Thank you for your letter of March 10 and for your congratulations on our expanded operations. We have been received most enthusiastically by the local community.

As for your request for detailed information about an expansion program such as ours, I would be most pleased to share our experience with WAMF. However, I regret to say that as yet I have not had an opportunity to examine fully my predecessor's files. I hope to compile soon a complete file on our conversion from closed circuit to 250 watts status. At such time I shall send you full data.

May I say more informally that it took us several years and a few student Directorates to realize our goal, at a total cost of roughly $27,000.

Be assured that you will hear from me within a short time with a fuller report.

Cordially,

Ronald F. Kehoe

Ronald F. Kehoe
General Manager

RFK/sef

wchc radio · box 35-a

HOLY CROSS COLLEGE, WORCESTER, MASSACHUSETTS 01610

March 25, 1972

Larry Wissow
WAMH RADIO
Amherst, Mass.
01002

Dear Larry,

Thanks for the info on BBC. I'm awaiting an answer to my letter to them. This has been a hectic weekend for WCHC. Our station manager set the world record for outdoor marathon broadcasting this morning at 4:00 A.M. when he was forced to give up due to a sub-zero wind-chill factor here at Holy Cross last night. He went 15 hours and the marathon got CHC a lot of good publicity, on campus and off.

With regard to the coming primary, would you please tell me what your plans are. Ours were to have men at each of the headquarters in Worcester and to send some people to Boston to phone in reports. If it would be profitable to our stations we might buy a phone line for the night between Amherst and Worcester. But all of this is tentative upon hearing your plans. It might be worth our while to bring in a Boston school to help us out with the east. That way we can split the state in three parts and each concentrate upon our own.

Whatever is decided, we have a very able news staff that has already shown great interest in the project.

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wchc radio · box 35-a

HOLY CROSS COLLEGE, WORCESTER, MASSACHUSETTS 01610

I will be at Amherst the weekend before the primary to visit my cousin and to see the Marx Brothers--we never get them here. I'll see you then and will probably call you before then if the need arises.

Best Wishes,

Frank Terranella

wchc radio · box 35-a

HOLY CROSS COLLEGE, WORCESTER, MASSACHUSETTS 01610

3/13/72

Dear Mr. Wissow,

Through a contact of mine at Amherst College, I recently read an article mentioning WAMH. I would like to congratulate you on your efforts to boost power. I can well appreciate the red tape concerned, as the FCC isn't exactly eager to grant such things. I can also appreciate what it is like to compete with a high power educational station--WICN in my case. We at WCHC have found that by offering campus-oriented programming we have been able to obtain a large percentage of the college audience. If you do not already know, WCHC is a 50 watt carrier current station. This arrangement is quite agreeable to us and we have no plans to change. We are able to reach our audience well and are not concerned with broadcasting to greater Worcester which is far from an educational community anyway.

However, the main reason I am writing you is in reference to your BBC affiliation. Could you write and tell me about it. We might be interested in having similar programming. Hoping for greater cooperation between our two stations, I am

Frank Terranella
Promotion Director

BROADCAST STATIONS WITHIN 35 MILES OF AMHERST, MASSACHUSETTS
POST OFFICE AS OF DECEMBER 1, 1970

Call Sign	Location
WAAB	Worcester, Massachusetts 01600
WAAB-FM	Worcester, Massachusetts 01600
WHAI	Greenfield, Massachusetts 01301
WHAI-FM	Greenfield, Massachusetts 01301
WMAS	Springfield, Massachusetts 01100
WMAS-FM	Springfield, Massachusetts 01100
WHYN	Springfield, Massachusetts 01100
WHYN-FM	Springfield, Massachusetts 01100
WESO	Southbridge, Massachusetts 01550
WESO-FM	Southbridge, Massachusetts 01550
WHMP	Northampton, Massachusetts 01060
WHMP-FM	Northampton, Massachusetts 01060
WTYM	East Longmeadow, Massachusetts 01028
WTTT	Amherst, Massachusetts 01002
WREB	Holyoke, Massachusetts 01040
WARE	Ware, Massachusetts 01082
WCAT	Orange, Massachusetts 01364
WDEW	Westfield, Massachusetts 01085
WACE	Chicopee, Massachusetts 01020
WSPR	Springfield, Massachusetts 01100
WTAG	Worcester, Massachusetts 01600
WORC	Worcester, Massachusetts 01600
WNEB	Worcester, Massachusetts 01600
WKUT	Brattleboro, Vermont 05301
WTSA	Brattleboro, Vermont 05301
WRKV	Rockville, Connecticut 06066
WTXL	West Springfield, Massachusetts 01089
WMUA	Amherst, Massachusetts 01002
WFCR	Amherst, Massachusetts 01002
WAIC	American Intl. College, Springfield, Mass. 01109
WSCB	Springfield College, Springfield, Mass. 01109
WMHC	Mt. Holyoke College, South Hadley, Mass. 01075
WSRS	Worcester, Massachusetts 01600
WCRX	Springfield, Massachusetts 01100

Call Sign	Location
WICN	Worcester, Massachusetts 01609
WRLP-TV	Greenfield, Massachusetts 01301
WHYN-TV	Springfield, Massachusetts 01100
WWLP-TV	Springfield, Massachusetts 01100
WSMW-TV	Worcester, Massachusetts 01600
WGBY-TV	Springfield, Massachusetts c/o WGBH, Boston, Massachusetts 02100